Rodrigo Peñaloza Senior Salesforce Developer

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PROFILE SUMMARY

- **Senior Salesforce Developer** with **8 years** in **telecom and energy**, now building **Service Cloud** for the customer care operation of an **electric utility** with 1,900 agents.
- Hands-on with **Apex** (triggers, Queueable, Platform Event triggers), **Lightning Web Components**, **Flow**, **MuleSoft** and **Change Data Capture**, and certified as Salesforce **Platform Developer II**.
- Deep experience in **large data volumes** (an org with **90M case records**), **storm-day load** on Platform Events, and **sharing models for contractor call centers**.
- Works with **care operations**, the **billing and metering teams**, **MuleSoft developers** and outsourced call center partners, from design review through hypercare after each release.
- Runs the **weekly Apex design review** for 9 developers, mentors 3 mid-level engineers on **governor limits**, and wrote the team's **LDV query checklist**.

TECHNICAL SKILLS

Apex & Query Languages:	Apex, SOQL, SOSL, Queueable Apex, Batch Apex, JavaScript
Lightning & UI:	Lightning Web Components, Lightning Message Service, Lightning Data Service, Aura (legacy), SLDS
Declarative Tools:	Flow Builder, record-triggered flows, invocable actions, Omni-Channel routing, restriction rules
Integration & APIs:	MuleSoft, Change Data Capture, Platform Events, REST API, Bulk API 2.0
Testing & Code Quality:	Apex unit tests, Stub API, Jest, PMD
DevOps & Source Control:	Salesforce CLI, Git, Jenkins, unlocked packages, scratch orgs
Clouds & Platform:	Service Cloud, Sales Cloud, Experience Cloud, Field Service

EDUCATION

Pontificia Universidad Católica de Chile — Ingeniería Civil en Computación — Santiago, Chile · Mar 2012 to Dec 2017

Salesforce Certifications — Platform Developer II, Platform Developer, Platform App Builder — 2019 to 2022

WORK EXPERIENCE

Enel Chile — Senior Salesforce Developer — Santiago, Chile · Apr 2021 to Present

- Cut the slowest case list view for **1,900** care agents from 28 seconds to **1.4** with selective filters, 2 **custom indexes** and a **skinny table** on an org holding 90M case records.
- Moved outage case creation from a synchronous trigger to **Platform Event triggers** and **Queueable Apex**, so storm-day peaks of 40,000 cases an hour caused **0** limit incidents, down from 12 a month.
- Built the **MuleSoft** and **Change Data Capture** sync between Service Cloud and the billing system for meter and invoice data, moving 3.1M records a day at **99.9%** first-try success.
- Rebuilt the agent console's account and outage views as 11 **Lightning Web Components** with **Lightning Message Service**, cutting average handling time by **38 seconds** a call.
- Redesigned record access for 6 contractor call centers with **criteria-based sharing rules**, **restriction rules** and permission set groups, ending with **0 findings** in the 2025 data protection audit.

Entel — Salesforce Developer — Santiago, Chile · Feb 2018 to Mar 2021

- Moved 40 triggers in the business sales org onto one **Apex handler per object**, which cut failed bulk imports of business lines from 1 in 5 to **1 in 60**.
- Rebuilt business quote approvals as a **flow** with an **invocable Apex** action for discount checks, cutting approval time from 2 days to **3 hours**.
- Set up **Salesforce DX**, Git and **Jenkins** pipelines for 7 developers with Apex tests on every merge, cutting failed deployments from 1 in 4 to **1 in 30**.